Writing for specific goals: Brand

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing to promote your brand

- Your brand is more than your name and your logo - it relates to what you say and what you do
- You will only launch a new product once in a while, but you're going to promote your brand daily through tweets, shares, posts, etc.
- Whatever you create will shape people's impression of you
- **The most common branding goals are establishing trust and connecting with people (building your following)**
- Write with the right voice and be consistent with it
  - casual or formal
  - supportive or authoritative
  - funny or serious
- The voice you write in connects to what you want to be seen as
- Write in a human way and show emotions like empathy towards your customers

- Write about why you're here - tell your company origin story
  - Why did you create your business or product?
  - Who helped you get started?
  - Who are you hoping to help?
  - What will success look like to you?

- What type of content you can write:

- **#1 Interviews**

  - you can interview yourself or your CEO and make it into a Q&A blog post
  - if you want to make it more relevant, put it in context with a recent product release and what your customers need to know

- **#2 Videos**

  - film a video interview with your CEO, your employees, behind the scenes footage

- **#3 Case studies**

  - show evidence of your success by sharing your customers' stories
  - if one of your values is transparency, write about your problems as well to keep customers informed

- When it comes to writing for your brand, don't write posts that invite people to buy your stuff - that's a different goal

- **Focus on making connections and creating brand awareness**